

**SHSCAP**  
**Quarterly Contractor Conference Call**  
**Thursday, March 27, 2003**

**On call:** Adams, Benton-Franklin, Clark/Skamania, Cowlitz, N.E. Tri-County, Grant, Kitsap, Kittitas, Lewis, Pierce, Skagit, Spokane, Thurston, Wahkiakum, Whatcom, Whitman, Garfield, Skokomish Tribe, Samash Tribe, BREATHE, ALAW, DOH, SHSCAP

**\*We apologize if we missed anyone or there are errors. If we did not list your county or organization and you were on the call, please email Tammie Shaw at [tammies@hipspokane.org](mailto:tammies@hipspokane.org), so we may make corrections.**

**1) Introductions**-Tom Wiedemann DOH

**2) Legislative Update**-Tom Wiedemann

<b>Item</b>	<b>Status</b>	<b>Notes:</b>
SB 5791	died in committee	Came close. Even though it didn't pass, it has laid some important groundwork for next year.
HB 1532	still out there	No movement seen.
New York ban	Passed last week smoking	Statewide ban on.

**3) SHSCAP Needs Assessment/Plan Progress**-Tammie Shaw and Deanna Davis

- ❖ A **huge** thanks for taking part in discussions & the needs assessment survey – especially with the short timeline. More time will be built in for future requests!!
- ❖ SHSCAP is using survey results in conjunction with the rest of the research (key informant interviews, conversations, meetings, etc...) to compile a comprehensive plan to respond to expressed needs & opportunities.
- ❖ **Themes** we're seeing that describe the need:
  - Washington-State specific data, testimonials, and talking points (customizable to the local level).
  - Supports for Awareness and Education. (common statement that there needs to be more of a foundation in this area before policy change occurs)
  - Creative ways to make the case for working on SHS:
    - Talking points
    - Using data effectively
    - Using testimonials & success stories, etc.
  - Materials that are specific to WA state and can be customized at local level (e.g., rural and minority populations)
  - Other tools that would help advance Awareness/Education
    - Media advocacy
    - Easy to use toolkit
    - Centralized resources
      - best practice
      - materials
      - registries (e.g., smoke free dining, housing, etc.)
  - Supports for policy development and enforcement
    - Policy templates

- How-go guides for specific arenas (e.g., parks, housing)
- Training on what you can and can't do to influence policy
- Easy to access updates on what's happening at state level policy & how it influences local
- Training and technical assistance
  - All of the education, awareness, and policy activities listed above
  - Summits or other onsite TA (e.g., working with City Councils for SF parks)
  - Quick answer TA for specific issues (e.g., where can I find this resource, how can I frame this data to influence decision makers, etc.)
- Coordination & Awareness
  - Easy way to know what others are doing & learn from it or build on it/work together (both other contractors and state organizations)
  - Ensuring seamless communication amongst everyone (partners, DOH, contractors).
- ❖ **Next steps**
- NOTE: Just because something has been identified as a need does not guarantee that it will be included in the comprehensive plan. The final plan will be a combination of input from the following:**
  - The comprehensive plan will be submitted to DOH next week for review.
  - SHSCAP Plan Review Team (refer to item #3)

#### 4) Questions/comments that arose from the overview:

- ❖ James (Clark): on their survey - help them understand what people can do re: policy when they are government employees.
  - "There is a nervous feeling – people aren't real sure"
  - This was supported by other contractors as well specifically Thurston "We can educate but how far can we push it"
  - SHSCAP acknowledged this was a theme that has emerged in the needs assessment info as well. It will be a recommendation in the comprehensive plan. There will be attention given to creating a balance between print resources and education so as not to overwhelm.
- ❖ Barb (Kitsap): asked a question R/T SHSCAP's timeline
  - The first draft will be submitted to DOH 4/1/03
  - Followed by a review process
    - by DOH
    - SHSCAP Plan Review Team (refer to item #3)
  - Early implementation pieces will happen in May/June 2003
  - Full implementation in July
- ❖ Jenny (Thurston): asked if there had been any consensus on the types of training (from needs assessment survey)
  - SHSCAP shared that the only big standout was regional, in person training
  - There was brief discussion around
    - Conference calls
    - Regional time to cross training opportunities "because the people at the regional trainings aren't always the ones doing the activities"
- ❖ Mandy (Snohomish): asked if there was anything on mobilizing community members to take action on policy.
  - SHSCAP indicated this had come up in 2 areas of the survey
    - Policy
    - Training
    - Therefore it will be a recommendation in the comprehensive plan but we're not quite sure what it will specifically look like

## 5) Invitation to Participate in SHSCAP Plan Review Team-All

- ❖ Purposes:
  - to review the comprehensive plan
  - to identify what might be missing
  - to identify what could be strengthened
- ❖ Discussion around logistics of this team.
  - Possibly 1-2 meetings within the next 3 mos.
  - Possibly merge with IAC mtg (before or after) to maximize time/effort.
  - SHSCAP will talk with DOH and forward next steps.

## 6) Information/Resource Sharing--All

- ❖ BREATHE – Kelli Balano
  - \$1,500 mini grants available for SHS
  - Deadline May 31, are available.
  - Jenny gave a thanks to BREATHE for a grant they received to do an upcoming statewide youth event
  - Specific details can be accessed at [www.wabreathe.org](http://www.wabreathe.org) or by emailing Kelli at [kelli.balano@heart.org](mailto:kelli.balano@heart.org)
- ❖ Snohomish – Mandy George
  - consulting with Nancy Lees on social marketing to develop a SHS campaign
    - Had 3 focus groups: of 10-13 members each
    - Mandy shared some of the outcomes of focus groups including barriers/motivators, reactions to SHS facts, etc...
    - Using “Tobacco Smokes Your Children; Please smoke Outside”
    - More info. contact Mandi at [mgeorge@shd.snohomish.wa.gov](mailto:mgeorge@shd.snohomish.wa.gov)
  - Household survey with KING 5 (also included in the report)
- ❖ Bremerton-Kitsap/Pierce – Barb Smithson
  - Secondhand Smoke in Multifamily Living Environments
    - Worked with 2 counties: 1000 random sample using enhancement \$.
    - Press conference this past Tuesday (March 25, 2003)
    - Using results to “build the case”
    - Barb shared some of the following findings:
      - 42% reported SHS
      - 72% of those said it bothered them and 7% said it bothered them so much they were considering moving
    - 1 page fact sheet, full report
    - Second part of grant focusing on landlords & registries
    - For more info: [smithb@health.co.kitsap.wa.us](mailto:smithb@health.co.kitsap.wa.us)
- ❖ Dining guides:
  - Many of the counties have.
  - Several people are interested in being able to view and/or get copies of others’ guides.
  - Some are available on their websites
  - Some have had great success working with their visitor’s bureau, using discount cards, etc...
  - Discussion around how to best make these available to everyone to see. Tom recommended that everyone bring 5-10 copies to the next regional meeting in May. DOH and SHSCAP will talk further about logistics.

## 7) Future conference call content and format- All

- ❖ Several expressed an interest in keeping the format of this call's agenda including sections on:
  - DOH update (legislation)
  - SHSCAP overview
  - Information/resource sharing
  - Quarterly timeframe appears to work for most